Ideation phase

Date	30 November 2022
Team id	PNT2022TMID52229
Project name	Project–**IoT Based Smart Crop Protection System for Agriculture**
Maximum marks	4 marks

EMPATHY MAP

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

How will this work?

How it is possible?

Try this technique

Waste of time and money

What do they HEAR?
what friends say
what boss say
what influencers say

Less time is needed to protect crops

Quick alert system

Are you fool?

Prevention from harmful insects

What do they SEE?
environment
friends
what the market offers

production of variety of crops

less consumption

Growth of farmers

Increased cost inmarket due to improved technology

Demand for organic crops

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Unavailable bugs in sensors

Farmer may not aware of the technology

Modules may damaged by water

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

PREVENTION OF WASTAGE OF CROPS

Save life of farmer's family.

Economical Growth